

About Plays  
and Players

By BIDE DUDLEY

**STRIKE** up the jazz band—Vernon's coming back. Vernon who? Why, Vernon Castle, of course. What other Vernon is there, excepting possibly Mount Vernon, that amounts to anything? Leo Newman received a cablegram from the dancing aviator dated London, in which he said he was sailing for Canada to spend six months teaching the young idea to fly. He sailed yesterday, and unless one of the Kaiser's w. k. U. boats spoils the whole plan Vernon will arrive in Canada in about a week. Once he is settled there he will undoubtedly run down to Broadway now and then if for no other reason than to sild about a bit over the cafe floors. For, be it known, Vernon still shakes a mighty wicked hoof.

## THEATRICALS AND WAR.

It is the general impression in New York theatrical circles that the fact that this country is at war with Germany will have a beneficial effect, if any, on the show business. It is pointed out that every person who can work will have a job and money to spend; also that since America is an ally of Great Britain and France, the war vessels of those nations may now use our ports, and this will bring many fighting men and money to the number of musical shows and comedies produced will be increased, while the heavy drama will likely go on the shelf for a while.

## THEY'RE A STRANGE LOT.

Stage people sometimes have strange peculiarities. For instance, Jane Cowi won't use salt in her coffee in the morning. John Mason declines to smoke cigars while he's asleep. Marjorie Rameau won't sleep in a hotel while it is on fire, if she can help it. Edward Emery absolutely refuses to drink either carbollic acid or chloroform on Fridays. William Collier is afraid of firearms and always refuses to put the muzzle of a loaded gun in his mouth. Mary Nash isn't very superstitious, but she always refuses to walk under a ladder when it is falling from a building. Sophie Barnard is very fond of animals, yet she invariably refuses to let an elephant walk on her. Emily Stevens never eats ground glass for breakfast and insists on wearing shoes when she goes for her morning walks.

## BY WAY OF DIVERSION.

William joined the Sunday school about a week ago. Spurred me like the very deuce, him gettin' pious so. William always used to vow that churches were for clowns. Used to say: "It's just a fad—no church for William Dunpe!" William joined the Bible class; it's taught by Mary Winn. She's a new girl in these parts. Her family's just moved in. Mary's pretty as can be, an' that explains, I s'pose, why William's got religion bad, an' to the church he goes. Since he joined, the boy has been what I'd call no account. Studies tracts an' won't do a word—at least, no great amount. 'Course it's right, I guess, for him to battle so with sin, but gosh, I wish he'd hurry up an' marry Mary Winn.

## WALTER LOVES FILMS—NOT!

Eugene Walter now and again sells a play to the film people, but he has little love for the motion picture business. Regarding a statement to the effect that he furnished "a more delicate ending" for "The Easiest Way," which is now in films, he says: "I imagined my play 'The Easiest Way' came to a logical conclusion as it was played at the Helicon Theatre. I never saw the scenario used by the moving picture people, nor have I any desire to see the scenario or the picture. The stage director asked me about the finishing and I furnished him some stock ending of ladies with disordered lives. Perhaps he has used one of them. Which one I don't know. I never saw any of the rehearsals, and I shall certainly not see the picture, as I never go to film theatres and can imagine no worse form of entertainment for an intelligent mind."

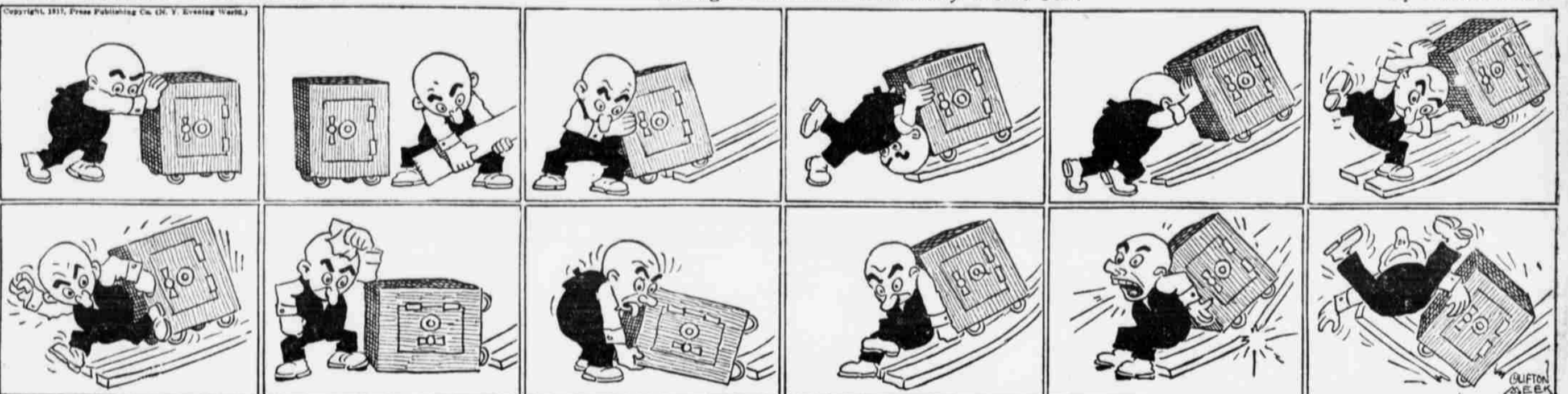
## BENEFIT SHOW REHEARSALS.

A midnight rehearsal of the entertainment to be given to-morrow night at the Hippodrome for the Junior Patriots of America was held at the Hippodrome last night. Among those who rehearsed were Mrs. James Kildar, Mrs. Oliver Harriman, Mrs. Preston Gibson, Mrs. Augustus Kountze, Mrs. Charles O'Leary, Mrs. Bourke Cockran, Mrs. Donn Barber, Mrs. Orestes Root, Marion Tiffany, Mrs. Herbert Shipman, Mrs. John C. Fairchild, Glida Darty, Mrs. Lina Cavallieri, Mary Nash, Dorothy Fellew-Gordon, Henry Hull, Edna May, Justine Johnston, Peggy Wood, Miss Nazimova, Marion Davis, Constance Collier, Cathleen Nesbitt, Auricle Lee, Lawrence Waterbury, Frank Roche, Anthony Biddle, Edward McCullough and Philip Foster.

## 'S'MATTER, POP?'



## OLD GRINDSTONE GEORGE

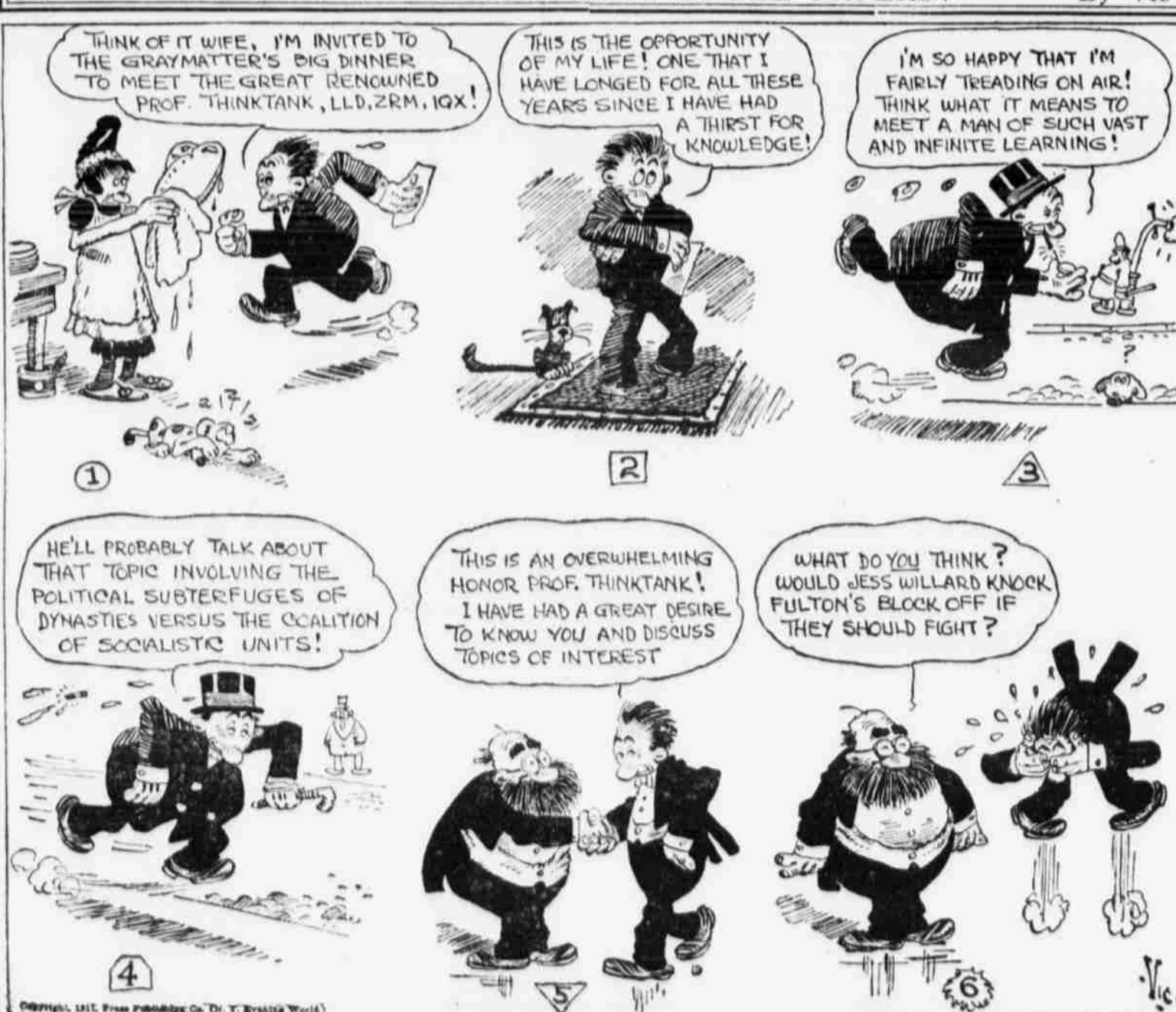


## HENRY HASENPFEFFER



## IT'S BETTER TO READ ABOUT THEM IN THE PAPERS!

By Vic



## Successful Salesmanship

By H. J. Barrett

## Optimism: A Requisite of Salesmanship.

**I** DON'T agree with these theorists who assert that salesmanship can be mastered by any normal individual," remarked a successful one. "In my opinion, this idea is as absurd as to claim that acting or oratory can be learned by any one. Acting, oratory or salesmanship; any one can be taught the theory of all three. But to successfully apply it is a different proposition. "A schoolboy can mouth the words of the Gettysburg oration. Are you thrilled by his rendition? Similarly a clear, logical exposition of the merits of certain merchandise can be delivered by any one after sufficient thought and study. But more than this is required to get the name on the dotted line. "Some men have certain natural qualifications which, if carefully nurtured and intelligently developed, will make of their possessors able salesmen. Other men are so lacking in these qualities that they cannot succeed in this field. "First among requisite traits I would name optimism—an inexhaustible, natural fund of it. There are two reasons which explain the importance of this quality. One is that selling, with its big proportion of fruitless endeavor, is very discouraging. And the other is that it is through becoming infected with the salesman's enthusiastic optimism that the purchaser overcomes his natural objection to spending his money and consequently concludes to purchase. I have never met a notably successful salesman who did not seem to possess a particularly optimistic temperament. "With natural optimism as a basis upon which to build, much can be done. A too brusque manner can be softened; a too mild and obsequious approach can be stiffened. Fluency can be developed in the hesitant; volubility can be curbed in the loquacious. Quick thinking and self-

## Answers to Last Saturday's Puzzles

**ART** Saturday's "Bin City" was WASHINGTON. The Word in the "squared circle" was REVOLUTIONARY. One of the best word combinations for the "Kris-Kross" puzzle was HEARD, ERROR, ARISE, ROSES, DRESS, submitted by E. M. B. Brooklyn. In his train and brakeman puzzle, L. C. J. maintains that before the train comes to a stop the brakeman will have reached the tunnel and be swept off the top of the car he is on.



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## Good Stories

## MOVIE MONEY.

**L**ITTLE EDWIN's weekly allowance was 1 cent each day, provided he took his cod liver oil each morning regularly, and each Sunday the 7 cents which he saved during the week were put into the contribution box at Sunday School. One Monday night Edwin coughed breathlessly in from school and, climbing into the cupboard, he got the bottle of much despised medicine and took it to his mother, saying: "Ma, I guess I'll take this week's physic in advance. But Brown an' I's going to the movies to-night an' I need the money."—Judge.

## GO TO THE HEAD OF THE CLASS

**A** CERTAIN amateur aviator talked recently about a flying trip with a professional, when he fell 1,200 feet into the water without knowing it. "I wasn't frightened," he said, with a smile. "I thought that our swift descent was a piece of fancy flying."

I am, in fact, as ignorant of aviation as the little boy was ignorant of history.

"Describe the Order of the Bath," his teacher asked the little boy. "It's very ancient," he answered. "It goes back to the time when they didn't take no baths except by order."—Washington Star.

## OF COURSE NOT.

**A** train was setting up steam to leave a certain station at midnight, and in the middle of the train, of course, the communication cord broke, and one end of it struck an old woman, who was standing on the platform, in the face. "Goodness me!" she gasped in astonishment. "What was that?" "The train has broken in two, madam," said a man who stood near her. "And I should think so!" said the old woman, indignantly, as she eyed the broken cord. "Did they really think that a piece of string like that could hold a train together?"—Answers, London.